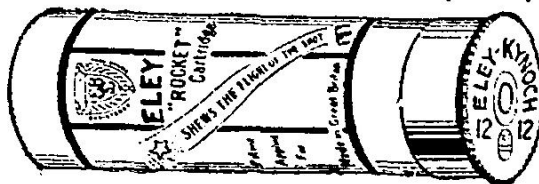


**"TO CORRECT YOUR AIM
—FOLLOW THE FLAME!"**

Use the
ELEY "ROCKET"
*Cartridge which shows the flight of
the shot!*

IMPORTANT ANNOUNCEMENT

There seems to be an impression amongst sportsmen that game which has been shot with an Eley Rocket Cartridge should not be eaten. Imperial Chemical Industries wish to announce that game killed with these cartridges is fit for the table except when it has been struck and penetrated by the actual tracer pellet. A bird so hit is easily distinguishable as the wound caused by the pellet is unmistakable and evidently not caused by ordinary shot pellets. The chance of hitting a bird with the tracer pellet is the same as if the shot charge contained one pellet only.



Supplied in 12, 16 and 20 gauges.

IMPERIAL CHEMICAL INDUSTRIES LIMITED, LONDON, S.W.1

Imperial Chemical Industries Limited.

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